Rep Order# 6855435 Ver# 1 Status New Traffic Order# 6855435 **EC'd** Yes

**Printed:** 09/24/2012 9:58 AM Last Received: 09/24/2012 9:47 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

) .OBAMA FOR AMERICA Advertiser (

**Product** BARCK OBAMA

Estimate# 1844

Buyer Maura Gilroy

Phone# Fax#

) GMMB Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1844

Flight Dates 09/25/2012 - 10/01/2012

**Hiatus Weeks** 

Rep Firm

) PHILADELPHIA Sales Office ( Salesperson ( ) ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

## --- CONTRACT COMMENT ---

SC=\*

## --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 53,775 PLS CONFIRM ASAP THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	ACTION NWS@5AM<	:30	\$150.00	09/25-09/28	2	1	2	\$300.00	
	2	SA	5A-6A	ACTN NWS SA@5A	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
	3	SU	5A-6A	ACTN NWS SU@5A	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	4	TU-F	6A-7A	ACTION NWS@6AM<	:30	\$325.00	09/25-09/28	1	1	1	\$325.00	
	5	TU-F	7A-9A	GD MRN AMR-ABC<	:30	\$325.00	09/25-09/28	1	1	1	\$325.00	
	6	SA	6A-7A	ACTN NWS SA@6A	:30	\$200.00	09/29-09/29	1	1	1	\$200.00	
	7	SA	7A-8A	GD MRN-SAT-ABC	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	8	SU	6A-7A	ACTN NWS SU@6A	:30	\$200.00	09/30-09/30	1	1	1	\$200.00	
	9	SU	7A-8A	GD MRN-SUN-ABC	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	10	TU-F	9A-10A	MORNING BLEND<	:30	\$175.00	09/25-09/28	1	1	1	\$175.00	
	12	TU-F	11A-12P	ACTN NEWS@11AM<	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	

Rep Order# EC'd Yes Traffic Order# 6855435 6855435 Ver# 1 Status New

Printed: 09/ Last Received: 09/2 Showing Buylines: All Lines

09/24/2012 9:58 AM 09/24/2012 9:47 AM

2 of 4

Station Advertised Product Estimate#	r ( BAR	KTNV-TV LAS VEGAS, NV ( ).OBAMA FOR AMERICA BARCK OBAMA 1844 Maura Gilroy			Agency ( ) 3050 K WASHI Agency C/P1/P2/F	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone# Fax#					Agency C/P1/P2/E       95/101/1844         Flight Dates       09/25/2012 - 10/01/2012         Hiatus Weeks       09/25/2012 - 10/01/2012				Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln			Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
13		 -F	2P-3P	JEFF PROBST		:30	\$175.00	09/25-09/28	4	1	4	\$700.00	
14	l TU	-F	330P-4P	NEWS		:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
17	7 TU	-F	5P-530P	ACTION NWS@5PM<		:30	\$500.00	09/25-09/28	2	1	2	\$1,000.00	
18	3 TU	-F	6P-7P	6P NEWS		:30	\$650.00	09/25-09/28	4	1	4	\$2,600.00	
19	) TU	-F	7P-730P	ACCESS HOLLYWD<		:30	\$400.00	09/25-09/28	1	1	1	\$400.00	
20	) TU	-F	730P-8P	MILLIONAIRE<		:30	\$400.00	09/25-09/28	1	1	1	\$400.00	
21	L M		8P-10P	DANCING		:30	\$5,000.00	10/01-10/01	1	1	1	\$5,000.00	
23	3 W		10P-11P	NASHVILLE PREMIER		:30	\$7,500.00	09/26-09/26	1	1	1	\$7,500.00	
24	1 ТН		9P-10P	GREYS ANATOMY PREMIE	R	:30	\$8,500.00	09/27-09/27	1	1	1	\$8,500.00	
25	5 TH		10P-11P	SCANDAL PREMIER		:30	\$7,500.00	09/27-09/27	1	1	1	\$7,500.00	
26	5 F		9P-10P	PRIMETIME		:30	\$1,500.00	09/28-09/28	1	1	1	\$1,500.00	
27	7 SA		5P-830P	NCAA FTBALL		:30	\$1,250.00	09/29-09/29	1	1	1	\$1,250.00	
28	3 SU	Г	9P-10P	REVENGE PREMIER		:30	\$7,500.00	09/30-09/30	1	1	1	\$7,500.00	
29	) SA	<u>.</u>	11P-1135P	ACTION NWS@11P<		:30	\$400.00	09/29-09/29	1	1	1	\$400.00	
30	) TU	-F	1135P- 1205A	NIGHTLINE		:30	\$500.00	09/25-09/28	2	1	2	\$1,000.00	
31	L TU	-F	1205A- 105A	KIMMEL		:30	\$100.00	09/25-09/28	4	1	4	\$400.00	

**Showing Buylines:** All Lines KTNV-TV LAS VEGAS, NV Rep Firm ) GMMB Station Agency ) .OBAMA FOR AMERICA Sales Office ( Advertiser 3050 K ST NW ) PHILADELPHIA WASHINGTON, DC 20007 **Product** BARCK OBAMA Salesperson ( ) ANJIE BRADY Estimate# 1844 Agency C/P1/P2/E 95/101/1844 **Buver** Maura Gilroy Flight Dates 09/25/2012 - 10/01/2012 Salesperson Phone# 215-567-6005 **Hiatus Weeks** Phone# Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots \_\_\_\_ \_\_\_\_\_\_ ----:30 \$150.00 1 1 32 Μ 5A-6A ACTION NWS@5AM< 10/01-10/01 1 \$150.00 33 Μ 6A-7A :30 \$325.00 10/01-10/01 1 1 1 \$325.00 ACTION NWS@6AM< 1 1 34 Μ 7A-9A GD MRN AMR-ABC< :30 \$325.00 10/01-10/01 \$325.00 35 9A-10A MORNING BLEND< :30 \$175.00 1 1 1 \$175.00 Μ 10/01-10/01 36 11A-12P :30 \$200.00 10/01-10/01 1 1 1 \$200.00 Μ ACTN NEWS@11AM< 37 Μ 2P-3P JEFF PROBST :30 \$175.00 10/01-10/01 1 1 1 \$175.00 38 Μ 330P-4P NEWS :30 \$200.00 10/01-10/01 1 1 1 \$200.00 1 39 Μ 5P-530P ACTION NWS@5PM< :30 \$500.00 10/01-10/01 1 1 \$500.00 40 Μ 6P-7P 6P NEWS :30 \$650.00 10/01-10/01 1 1 1 \$650.00 \$400.00 1 41 М 7P-730P ACCESS HOLLYWD< :30 10/01-10/01 1 1 \$400.00 1 1 42 Μ 730P-8P MILLIONAIRE< :30 \$400.00 10/01-10/01 1 \$400.00 43 Μ 1135P-NIGHTLINE :30 \$500.00 10/01-10/01 1 1 1 \$500.00 1205A 1205A-KIMMEL 1 44 Μ :30 \$100.00 10/01-10/01 1 1 \$100.00 105A

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3 of 4

Traffic Order# 6855435

Report Totals: 58 / \$53,775.00

Ver# 1

Status New

Rep Order#

EC'd Yes

6855435

**Rep Order**# 6855435 **Ver**# 1 **Status** New **Traffic Order**# 6855435 **EC'd** Yes

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Station KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .OBAMA FOR AMERICA

**Product** BARCK OBAMA

Estimate# 1844

**Buyer** Maura Gilroy

Phone# Fax# Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007 **Agency C/P1/P2/E** 95/101/1844

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

4 of 4

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938

--- SALES MONTHLY TOTALS---

Sep 12: 44 / \$44,675.00 Oct 12: 14 / \$9,100.00

Sales Totals: 58 / \$53,775.00
Station Totals: 58 / \$53,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$199,167 KBLR 0% KLAS 22% KSNV 23% KTNV 27% KTUD 1%

KVCW 2% KVMY 3% KVVU 22%

---COMPETITIVE COMMENTS--COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE